

U.S. Army Recruiting Command



USAREC Command Studies Program

11 June 2002



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USAREC Command Studies

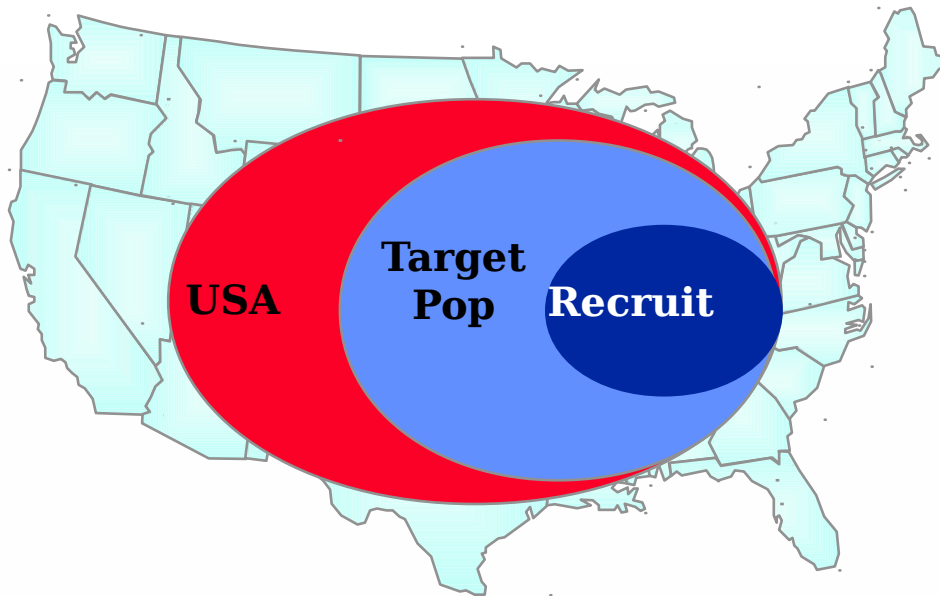
- ★ The USAREC Studies Program develops the analytical basis for recruiting by collecting facts, data, knowledge, and insights for decision making**



Command Research & Studies Program

Why Conduct Research?

- ▶ Shape Strategic Planning
- ▶ Know the Customer
- ▶ Devise Marketing/Advertising Strategies
- ▶ Develop Forecasting Techniques
- ▶ Efficiently Apply Resources
- ▶ Monitor the Recruiting Force
- ▶ Support Policy Decisions



Research Goals

- ▶ Supplement Command's Internal Analytical Knowledge Base; Internal/External Participation
- ▶ Push the Research Envelope into the Future and Help Shape the 21st Century for the Command
- ▶ Network the Command with the Analytical Community to Capitalize on External Efforts Related to our Business
- ▶ Provide Visibility for USAREC Products/Analyses
- ▶ Expand Strategic Outreach Partnerships with Academia



USAREC Study Program Charter

- ★ The Study Program charter identifies responsibilities as:**
 - ➡ Quantifying the relationships between the factors that affect recruiting**
 - ▢ Determining the best mix of resources needed to accomplish quantitative and qualitative recruiting missions in a changing environment**
 - ▢ Formulating policies and programs, justifying resources**



USAREC Command Studies Advisory Group

- ★ Establishes top level prioritization of studies for recruiting research**
- ★ Reviews the technical and business soundness of the individual study proposals/plans**
- ★ Reviews compliance with regulatory and procurement requirements**
- ★ Monitors execution and progress of studies**
- ★ Recommends appropriate changes to the Studies Program or individual projects**

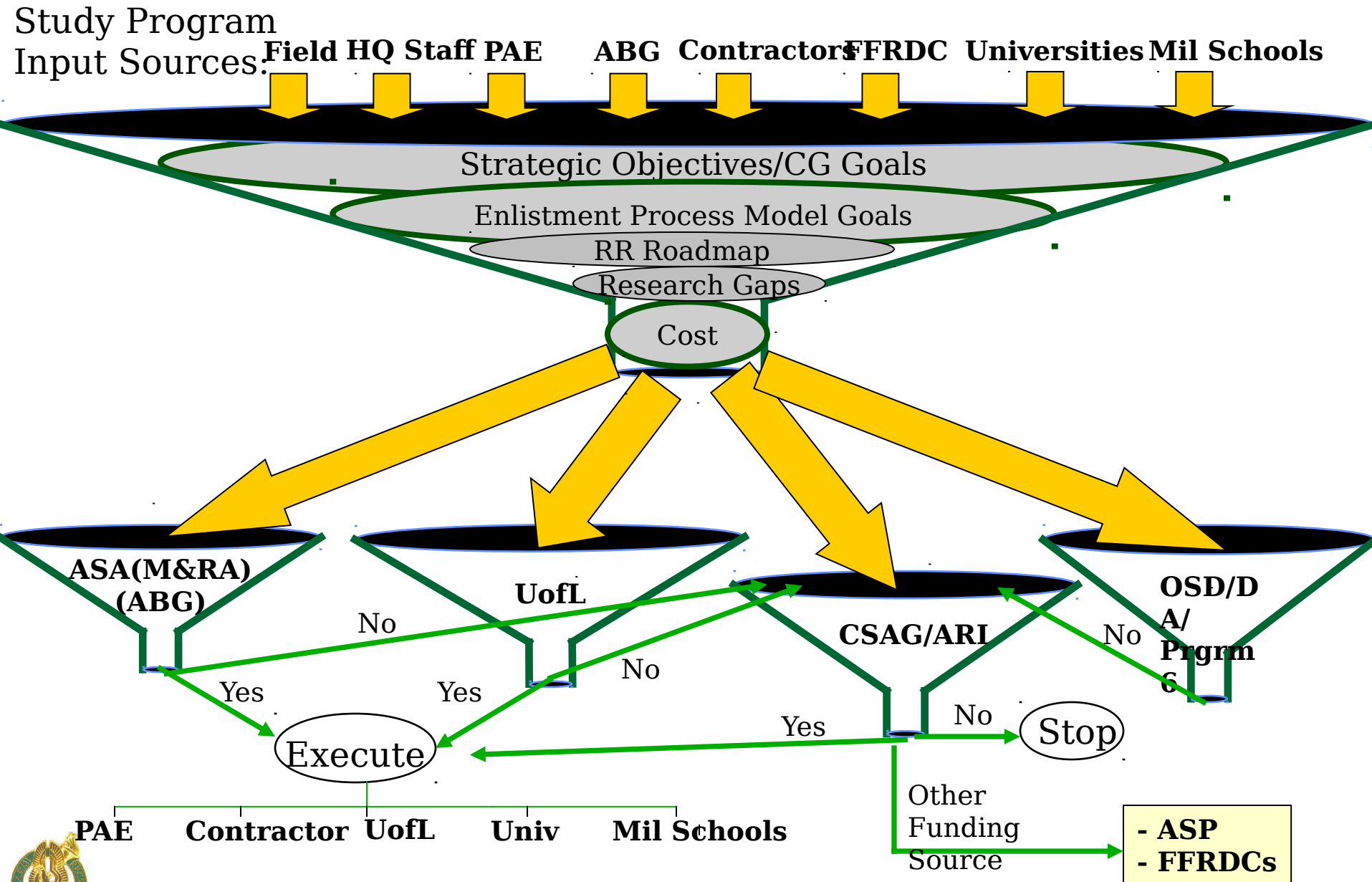


Research Topic Process

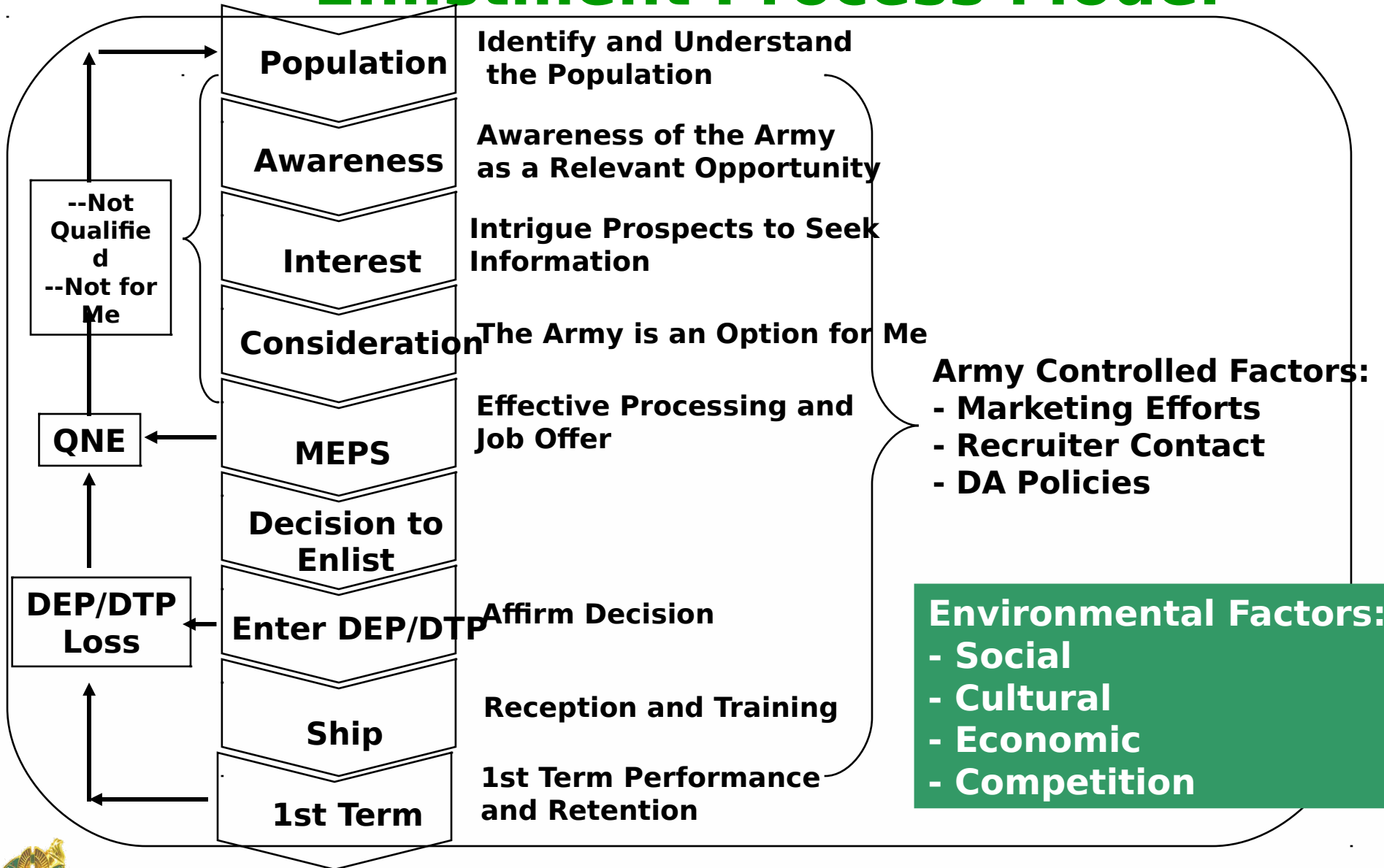
- ★ **Call for Proposals - USAREC sends a call for proposals to internal USAREC directors, research institutions, and academia**
- ★ **Topic Selection - A panel of analysts review the proposals and rate against established criteria**
- ★ **Research Coordination - Proposal topics, identified research gaps, and funding issues are coordinated with the Army Brand Group**
- ★ **Recommendations - PAE compiles the recommended studies for final decision by the USAREC Commanding General**
- ★ **Execution - PAE Project officers have responsibility for research execution and oversight**



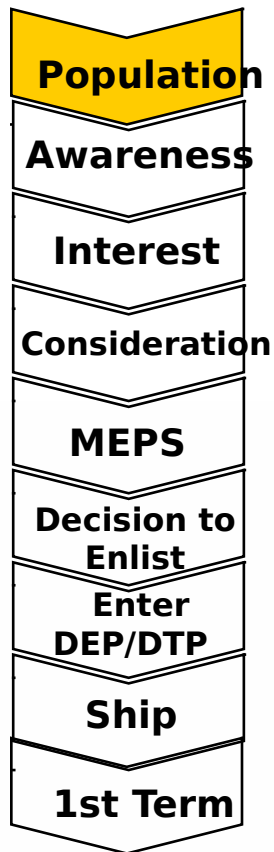
RECOMMENDATION PROCESS



Enlistment Process Model



Identify and Understand the Population



USAREC Study Goals:

1. Identify and understand the recruitable segments within the population.

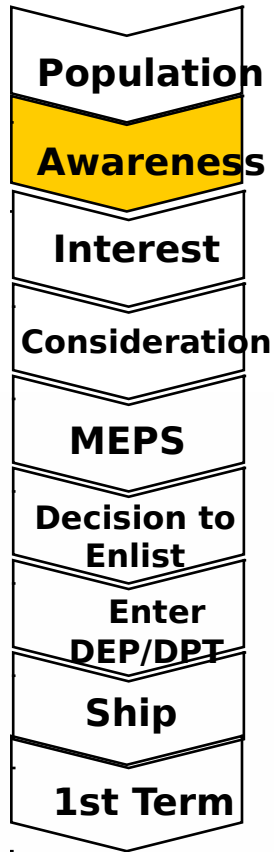
- High School
- Work Force
- College
- Other Post Secondary
- Hispanic
- African American
- Native American
- Asian Pacific Island
- Gender
- Professional
- Needs Based
- Prior S

2. Identify and develop target segments to focus Army recruiting efforts.

3. Understand what factors influence the target segment decision making processes and how to leverage these fac



Awareness of the Army as a Relevant Opportunity

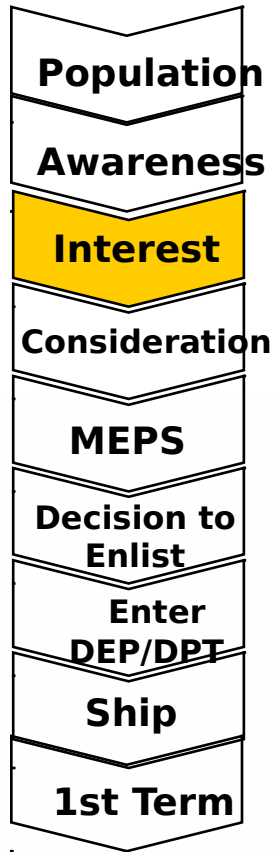


USAREC Study Goals:

1. Within various segments, determine the awareness level of the Army as a worthwhile and relevant opportunity for young adults.
2. Determine the most effective methods to raise awareness levels with both the recruitable population and their influencers.
3. Determine the effectiveness of marketing efforts to raise awareness.



Interest - Intrigue Prospects to Seek Inform

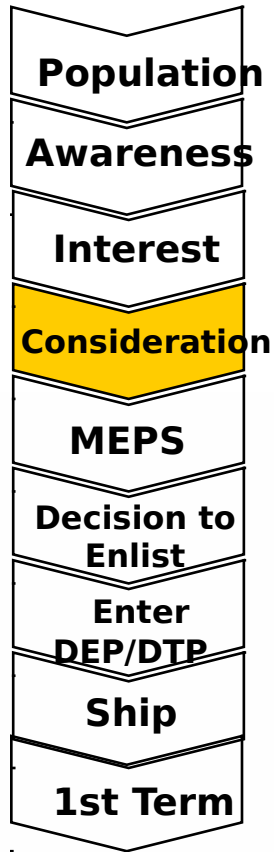


USAREC Study Goals:

1. Determine the most effective methods for a prospect to find appropriate and meaningful information.
2. Determine how to convert information seekers into a lead.
3. Determine the most effective lead generation system to ensure procedures are in place to quickly screen and forward qualified prospects to the local recruiter.



Consideration - The Army is an Option for

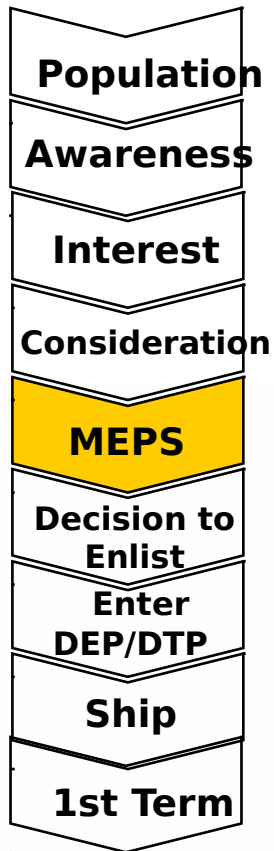


USAREC Study Goals:

1. Determine the most effective delivery systems to provide accurate, timely and persuasive information to prospects and influencers who seek it.
2. Determine new methods to provide information to prospects and influencers.
3. Determine the most effective messages which allow a prospect or an influencer to say the Army is an option for them or for the young adult they influence.



MEPS - Effective Processing and Job Offer

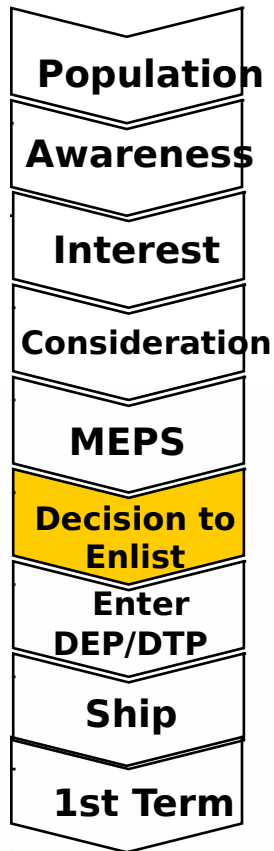


USAREC Study Goals:

1. Determine the most effective way to process an applicant at the MEPS.
2. Determine the most effective ways to present the job offer (Guidance Counselor, Point of Sale (POS)).
3. Determine the best incentive and MOS linkage to ensure the Army fills all MOS requirements.
4. Determine why some individuals who are fully qualified to enlist and receive an offer do not accept it, and what can be done to reduce this.



Decision to Enlist

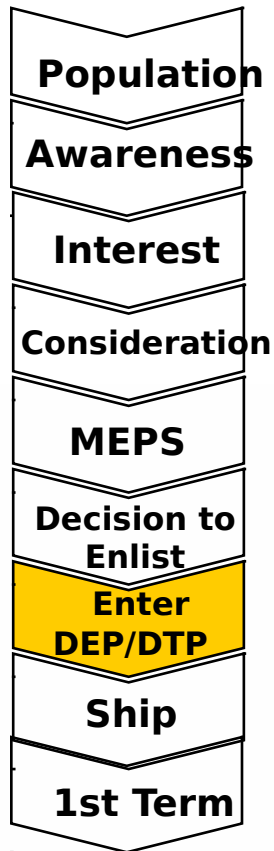


USAREC Study Goals:

1. Determine the characteristics of individuals who enlist
2. Determine what influenced these individuals to enlist and the impact of each influence on their decision.
3. Determine ways to group or segment enlistees with similar characteristics from the general population.
4. Determine how to use characteristics in order to increase marketing efficiency.



Enter DEP/DTP - Affirm Decision

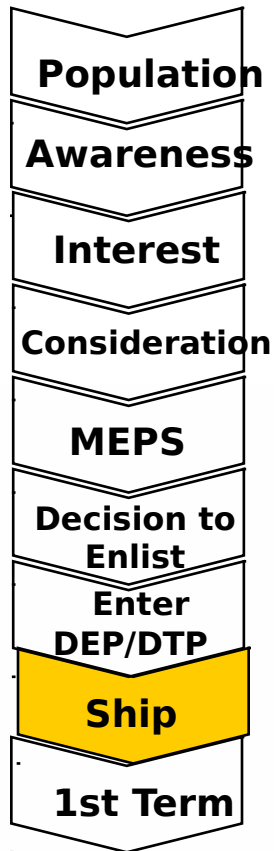


USAREC Study Goals:

1. Determine the most effective ways to affirm an individual's decision to enlist.
2. Determine if different segments or groups require different types and amount of affirmation.
3. Determine the most effective DEP/DTP management practices to ensure an individual ships to Basic and is successful in completing Basic.
4. Determine why certain individuals are a DEP/DTP loss and what mechanisms can be put in place to reduce the DEP/DTP loss rate.
5. Predict the likelihood of someone becoming a DEP/DTP loss.



Ship to Reception and Training

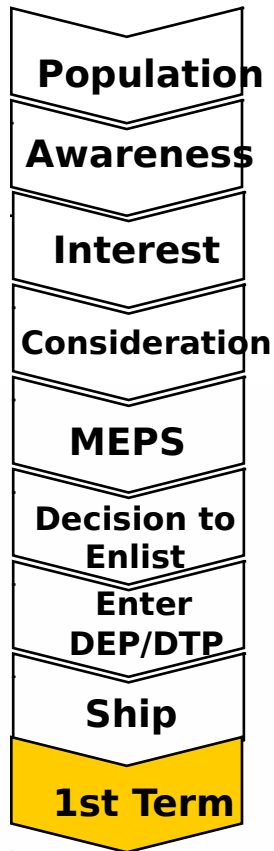


USAREC Study Goals:

1. Determine the most effective way to link shipment to training seats.
2. Determine the characteristics of individuals and their success in Basic Training and determine the implications for USAREC.
 - Applicant standards
 - DEP functions



1st Term Performance and Retention



USAREC Study Goals:

Determine the characteristics of individuals and their level of success in their first term of service and determine the implications for USAREC.

- Applicant standards
- DEP functions



PERSISTENCE RATE OF COLLEGE APPLICANTS

1st Term

CSAG

Objective

- ★ Determine “Cost-Effectiveness” of Targeting Postsecondary Market
 - ★ Attrition Rates
 - Retention Rates

Intended Application

- ★ Quantify/Validate Assumptions about Postsecondary Market Targeting
- ★ Compare Attrition, Retention, Training Base Loss Rates Across Postsecondary Education Levels to Fine-Tune Future

Postsecondary Marketing

Methodology

- ★ Merge FY97-01 Accession/Retention Data with Enhanced Applicant File
- ★ Compare DEP Loss, Training Base Loss, Retention, Reenlistment

Rates of College and Non-

Contract Specifics

- ★ Researcher: PAE
- ★ DMDC Data Obtained in April
- ★ Merging with EAF
- ★ Report Estimated by Aug 02

CG Goal: 1,4

Strategic Objective: 1,4



CONDUCT NOT TEST SURVEY

Decision to
Enlist

Objective

- ★ Gain Insights into Potential Applicants' Decision Not to Take the ASVAB Qualification Test After the Initial Appointment has been Conducted
- ★ Determine Point-in-Time Decision is Made

Intended Application

CSAG

- ★ Assess Critical Decision Point
- ★ Determine Specific Reasons Prospects Do Not Complete Testing
- ★ Develop Strategies to Reduce Number of Individuals Not Testing After Initial Appointment

Methodology

- ★ Mailed to a Random Sample Stratified by Education, Age, Gender, and Racial/Ethnic Category
- ★ Samples Drawn within 30 Days of Non-Test Status
- ★ Monthly Mailing to 500

Contract Specifics

- ★ Researcher: PAE
- ★ Survey Instrument Created
- ★ Staffing of Bluetop In-progress
- ★ First Mailing Est. EOM June
- ★ Est. First Analysis: Dec 02

CG Goal: 1,4,7

Strategic Objective:



SUCCESSFUL HISPANIC MARKET RECRUITER CHARACTERISTICS & PRACTICES

Recruiter

CSAG

Objective

- ★ Capture Techniques from Successful Hisp Mkt Recruiters
- ★ Develop Successful Recruiter Profiles (**Unique Characteristics**)
- ★ Gain Insights into Effective Incentives, Ethnicity Matching & Perceived Barriers

Intended Application

- ★ Leverage Lessons Learned Throughout USAREC with Periodic Reports to CARLL
- ★ Use Profiles to Enhance Recruiter Selection Process
- ★ Validate Hispanic Marketing Messages

Methodology

- ★ Identify Top Recruiters in Top 10 Hisp Production Battalions
- ★ Interview each Bn (10-12 Recruiter Focus Groups)
- ★ Develop Reporting System to Pass on Successful Tips

Contract Specifics

- ★ Researcher: Proposed as Potential UofL Project
- ★ Statement of Work Written; Awaiting Overarching Contract w/UofL

CG Goal: 1,6 Strategic Objective: 3,4,5



Questions?



U.S. Army Recruiting Command



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